SEVENTH GENERATION'S REDESIGN



Seventh Generation's redesign will have a purposeful and sincere approach to sustainability by making the packaging more functional and practical while using less material. In this w ay, Seventh Generation and its customers will make a positive impact on our environment, creating a more harmonious world.

Properties list:

packaging as a new medium end-user packaging range of products extra-use of packaging concept wrapper pouch other shapes box homecare products logistic optimisation recycled materials polylaminated cardboard and paper eco-friendly contemporary identity by typography identity by colour

Reference: http://thejohnnychang.com/selected-works/seventh-generation/

Credits:

Country: USA Year: 2008

Agency: The Johnny

Chang

User: Seventh Generation

Designer: Johnny Chang

Other images:







